

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Blue Mountain Meats, Inc.

Utah Manufacturing Extension Partnership

Blue Mountain Meats Finds Its Unique Selling Proposition

Client Profile:

Blue Mountain Meats, a meat and mutton processing plant, is located in the small town of Monticello, Utah. It employs 50 area residents and provides food service distribution to local and regional businesses.

Situation:

Blue Mountain Meats asked the Utah Manufacturing Extension Partnership (Utah MEP), a NIST MEP network affiliate, to come to its plant and conduct an overall business assessment with an eye toward improving market share and increasing profits.

Solution:

Utah MEP conducted the on-site assessment at Blue Mountain Meats and put some concrete marketing goals in writing. To meet these goals, Utah MEP suggested the company follow a four-phase marketing strategy.

In phase one, Blue Mountain Meats began uncovering a unique selling proposition (USP). Utah MEP conducted competitive and target market research, as well as customer and staff surveys, to discover methods of differentiating Blue Mountain Meats from its competition. Using this data, Utah MEP established a USP for the company that could then be implemented into the sales process. Utah MEP conducted sales and marketing training for all the company's sales and operations staff in phase two. Everyone became committed to sell and promote the same USP. Blue Mountain Meats established regular meetings between sales and operations to solidify common goals. Utah MEP developed scripted sales presentations proven to significantly increase the closing or conversion rate of prospects to paying customers. The company also founded a newsletter that could be used as marketing collateral.

Phase three focused on database marketing. In this phase, Utah MEP established systems for the sales staff to use when following-up on prospective customers. The company began a regular promotional campaign targeted at existing customers.

Finally, in phase four, Utah MEP helped Blue Mountain Meats collect alliances and endorsements from current customers. These endorsements are used to establish credibility for the sales staff when calling upon new customers. A direct mail campaign sent these endorsements to potential clients.

As a result of these four marketing steps put into place by the Utah MEP, Blue Mountain Meats has seen immediate growth in revenue, profit, and market share.

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The company is contacting more prospects, converting more leads to sales, and increasing per customer revenues.

Results:

Increased sales by \$550,000.

Retained \$50,000 in existing sales.

Saved \$24,000 in costs.

Saved 1 job.

Created 5 new jobs.

Testimonial:

"We're very pleased with the marketing system the Utah Manufacturing Extension Partnership helped us put into place. We are anticipating continued growth in the future because of the system."

Scott Frost, President